



# ***Market Research***



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# Market Research

## ➤ The process

- of collecting, organizing, maintaining, analyzing, and presenting data
- that enables activities to achieve the best value acquisition
- of products, services, and technology.

## ➤ A continuous process.



# Personal Market Research



- Describe your market research for the purchase of a new car.



# Return on Investment

research data yields:

- **Availability:** What items are in the commercial marketplace to meet requirements
- **Technology:** What advanced technology can be applied to, planned for, inserted into existing systems
- **Cost:** lowest cost alternatives
- **Cycle time:** the most expedient way to develop and deploy new systems
- **Adaptation:** whether commercial practices regarding customizing, modifying, or tailoring products and services are suitable for your customer's needs
- **Integration:** the level at which commercial or non-developmental items can be integrated

# Return on Investment

research data yields:

- **Terms and conditions:** the customer terms and conditions, including warranty, financing, and discounts, under which commercial sales are made
- **Competition:** how competitive the marketplace is
- **Impact:** the impact of the commercial or non-developmental items on the environment, safety, security, and energy conversation considerations
- **Supportability:** knowledge of life cycle support problems reduces total cost of ownership.
- **Sustainability:** identification of long term support problems.

# Why



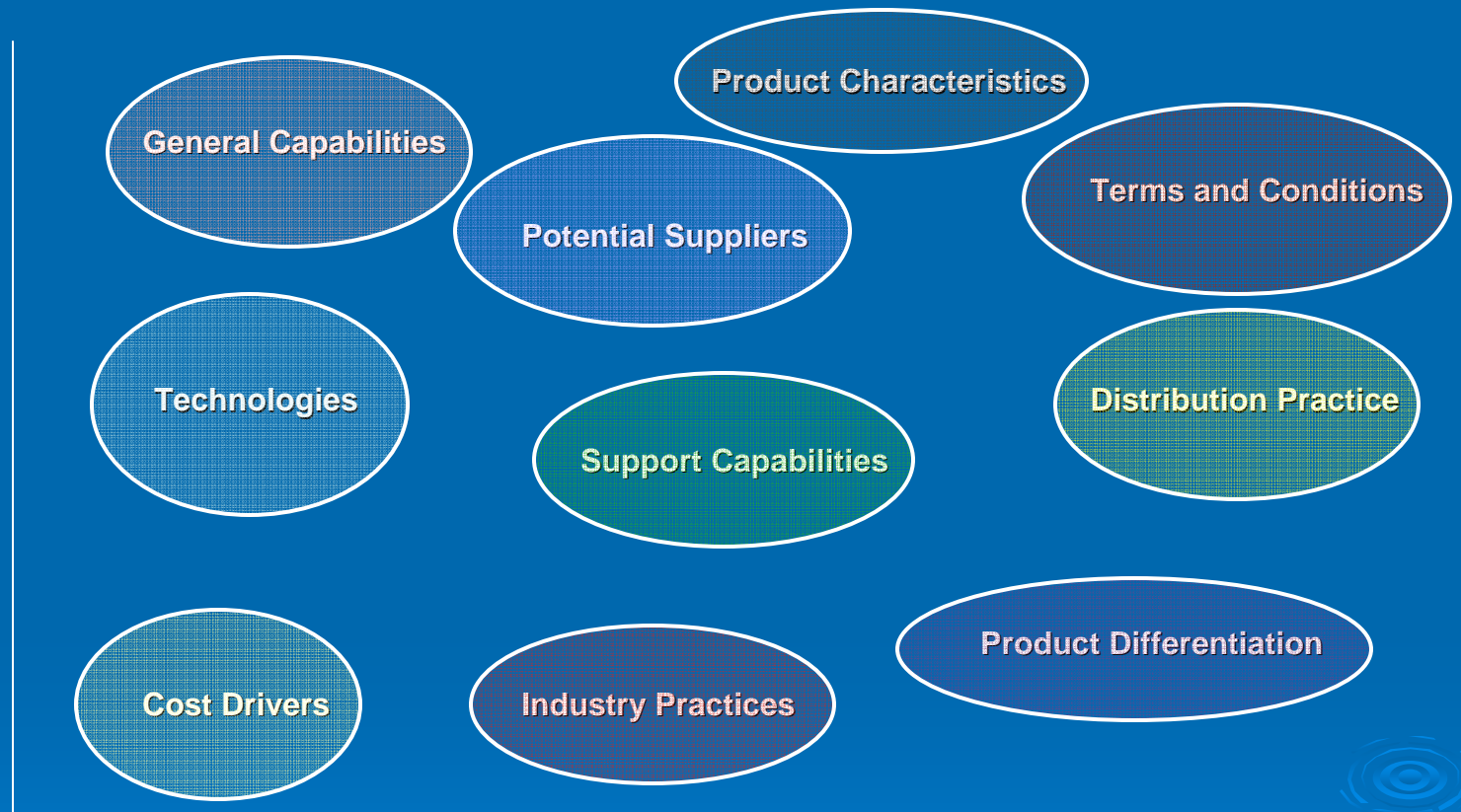
## ➤ Market Research Shapes

- Requirements
- Product descriptions and statements of work
- Support Plans
- Test Plans
- Sections L and M of the RFP
- Contract terms and conditions

## ➤ FASA requires market research before soliciting bids or proposals for a contract which exceeds \$100,000.

# When

**Market  
Research  
Focus**



**Requirements Development  
and Acquisition Planning**



**Solicitation**



**Contract**



# Phases

## ➤ Market Surveillance (Strategic)

- Ongoing activities that acquisition personnel perform to keep abreast of technology and product developments.

## ➤ Market Investigation (Tactical)

- More comprehensive research in response to a specific need for products or services.





# Ongoing?

- The Procurement Integrity Act (41USC423) prohibits personnel in federal procurement from:
  - Soliciting or accepting jobs or business opportunities from...
  - Asking for or receiving items of value (\$10 or more) from...
  - Disclosing bidder proposal information to...
  - Disclosing source selection information not already made public to...

## But

- Discussions between industry representatives and acquisition personnel that do not lead to the above prohibited activities are not just allowed, they ***are encouraged*** when the purpose is to gain a better understanding of the commercial market, including appropriate selection criteria.
- This applies to personnel who:
  - Prepare or review specifications
  - Evaluate bids or proposals
  - Select sources
  - Conduct negotiations
  - Review and approve contract awards, modifications, or extensions.

Cf FAR 3.104 for more details



# Market Research Participants

- Technical Specialist
  - Overall project manager, after concept exploration
- User
- Logistics Specialist
  - Oversees support, maintenance, etc.
- Testing Specialist
  - For test, evaluation, and past performance assessment
- Cost Analyst
- Legal Counsel
- Contracting Officer



# Conducting Market Surveillance

➤ The process of staying abreast of general industry practices and trends

- Trade journal subscriptions
- Professional Association memberships
- Interact with users
- Site visits to suppliers
- Industry forums, trade shows
- Internet Resources



# Conducting Market Surveillance

- Pre-solicitation conferences
- Circulate draft product/service descriptions, RFP's
- RFI's
- Acquisition Forecasts
- Interacting with Vendors
- Product Samples



# Market Investigation (Tactical Market Research)

## ➤ Six Steps:

### 1. Summarize Market Surveillance

1. Review and Summarize what you already know to target your investigation.

### 2. Identify Sources

1. Potential suppliers can participate in market surveys, furnish info on their products or services

# Sources

- Previous market research results
- User recommendations
- Contracting officers
- Other program offices
- Government laboratories
- GSA Schedule
- Acquisition team members
- Government databases
- The FDBDO
- FedBizOpps (RFI, Sources Sought)
- Trade and professional associations
- Pre-solicitation conferences
- Internet
- Trade shows
- Industry workshops
- Technical/scientific publications
- Business Publications

# Market Investigation

## 3. Survey Suppliers

1. Surveys may range from a few phone calls to a comprehensive questionnaire
2. Information sought:
  1. Product/service data
  2. Supplier Capability
  3. Market acceptance data (i.e. returns on warranty, etc.)
  4. Support data (repair history, policies, etc.)
  5. Test Data
  6. Business practices (cf. GSA's database of contract terms and conditions for various industries  
<http://www.arnet.gov/references/fssciate.html>)
  7. References

## 4. Check References

1. At this stage this is a check on the performance of the product or service, not the supplier
2. Not necessary to examine every individual product or service resource

# Market Investigation

## 5. Evaluation

1. Evaluate all information and design a course of action

## 6. Document Results

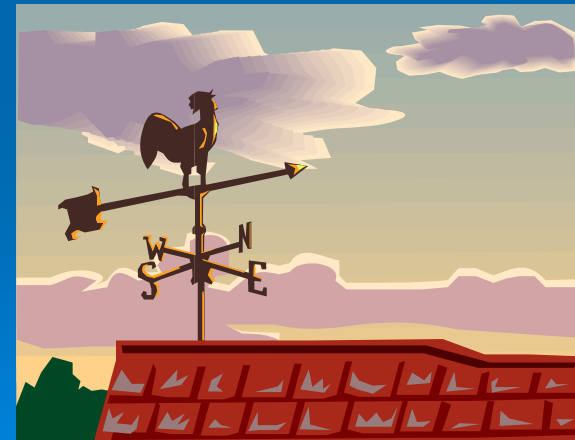
1. Required by FAR Part 10
2. Provides a historical record and provides evidence of proper market research
3. Provides resource for future market research
4. May help in the contracting process





# Market Research Principles

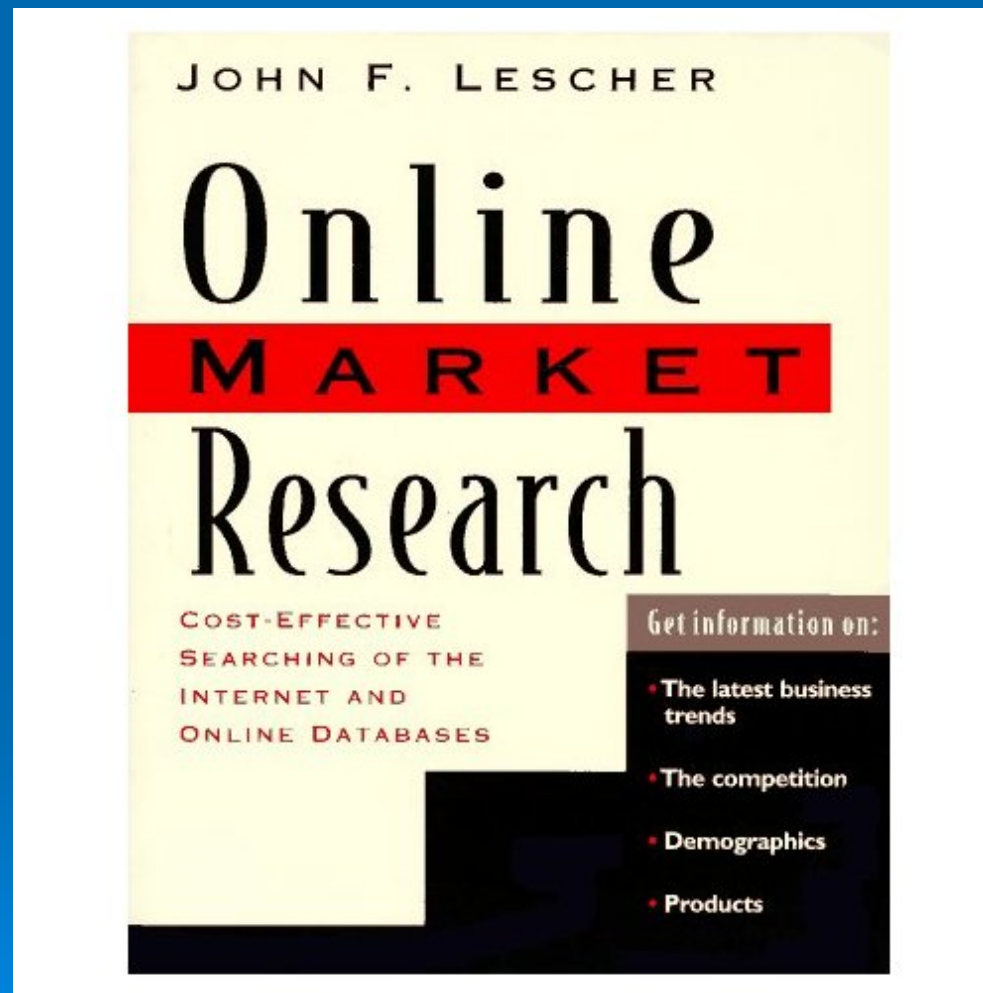
- Start Early
- Involve Users
- Communicate
- Make market research iterative, an ongoing process
- Tailor the investigation
- Refine as you proceed
- Use the research to shape the acquisition



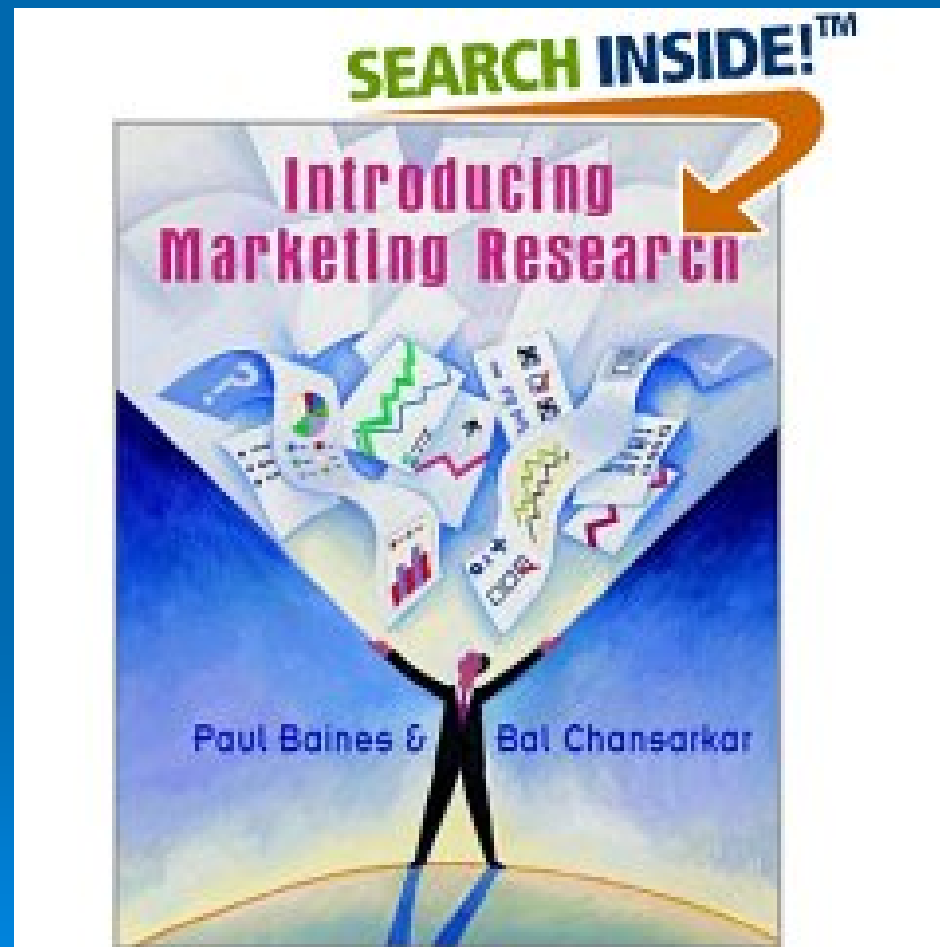
# References

- **SD 5 – Market Research:** Gathering Information About Commercial Products and Services <http://www.dsp.dla.mil/documents/sd-5/default.htm>
- **DAU Market Research Course**  
<https://learn.dau.mil>
- **ONLINE MARKET RESEARCH** by John Lescher
- **INTRODUCING MARKET RESEARCH** by Paul Baines and Bal Chansarkar

Published 1995



Published 2002



# Resources

- cf. SD 5 Appendix B
- Federal Procurement Data System [www.fpds.gov](http://www.fpds.gov)
- CCR “Dynamic Small Business Search”  
[http://dsbs.sba.gov/dsbs/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm)
- American National Standards Institute [www.nssn.org](http://www.nssn.org)
- Dialog – a library of resource information [www.dialog.com](http://www.dialog.com).  
Resources include the “Health Devices Sourcebook”, “Health Care Products Comparison System”, “DMS/FI contract awards” – database of all nonclassified prime contract awards over \$25,000, and many others
- Information Handling Services [www.ihs.com](http://www.ihs.com)
- Defense Technical Information Center (DTIC) [www.dtic.mil](http://www.dtic.mil)
- GSA [www.gsa.gov/staff/oppe/fpds](http://www.gsa.gov/staff/oppe/fpds)

# FDBDO

ACT! by Sage Premium for Workgroups 2006 - FDBDO

File Edit View Lookup Contacts Groups Schedule Write Reports Tools Help

16 of 1591 My Record Last Name... Company... Contacts Contact List

Back Contact Detail View Groups/Companies...

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**ID/Status** FDBDO USER:INTAKE  
**Co Type** 8(a):SDB (Small Disadvantaged Bu  
**NAICS** 54119, 541430, 541490, 541511, 5415  
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**Last Reach**  
**Last Results**  
**Last Meeting** 5/6/2005  
**Edit Date** 9/5/2006  
**Spouse**  
**Birthday**  
**Memo**  
Also specialize in Risk Mgmt,  
Change Mgmt, Q A reviews,  
DB development and  
Administration, Network  
Monitoring, systems  
restoration/disaster recovery,  
information protection,  
Systems integration  
**CCR Registered** Yes  
**Accept Credit Cards** Yes  
**GSA Schedule** Yes  
**Electronic Media Attached** Yes  
**Referred By** Contact at ATF  
**Expertise** Enterprise Architecture, Software  
Development, Network  
**NBACC Operation**

Notes History Activities Opportunities Groups/Companies Secondary Contacts Documents Contact Info User Fields Home Address

Add Document Remove Document Edit Document Map To Excel

Name	Size	File Type	Date Modified
1 Source PAST PERFORMANCE.doc	687 KB	Microsoft Word Document	5/16/2005
1 Source CORE SERVICES.doc	73 KB	Microsoft Word Document	5/16/2005
1 Source CAPABILITY OVERVIEW.pdf	680 KB	Adobe Acrobat 7.0...	5/16/2005

Layout

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